

Kevin Du
Department of Marketing & Management
Strategic Organizational Design
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5230
Odense M
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Qualifications

Business Administration, Ph.D., Duke University
1. Jul 2012 → 1. Sep 2018
Award Date: 1. Sep 2018

Economics, M.A., New York University
1. Sep 2009 → 19. May 2011
Award Date: 19. May 2011

Mathematics and Economics, B.A., Dartmouth College
1. Sep 2005 → 14. Jun 2009
Award Date: 14. Jun 2009

Employment

Assistant Professor

Department of Marketing & Management
University of Southern Denmark
Odense M
15. Aug 2018 → 14. Aug 2022

Assistant Professor

Strategic Organizational Design
University of Southern Denmark
Odense M
15. Aug 2018 → 14. Aug 2022

Teaching and supervision

Teaching Experience

Descriptions

Since 2012, I have gained broad teaching experience across institutions (Duke University, University of Southern Denmark) at various levels of graduate/professional education (MMS, MBA, EMBA, JD, M.Sc.) and within different subjects (Strategic management, Law, Statistics). Over the years, my teaching responsibilities ranged from grading student assignment/exam submissions and conducting business case discussions (as a teaching assistant) to constructing new courses, formulating exam questions, and giving class lectures (as an instructor). Class sizes have ranged from few than 30 students (e.g. elective courses) to more than 400 students (e.g. Core MBA courses).

My main teaching interests relate to three domains:

1. Business and Corporate Strategy
2. Entrepreneurship and Business Development
3. Data Analysis and Statistical Methods

University of Southern Denmark

Description	2019 – present	Research Methods in Strategy and Organizations (M.Sc. – Co-Instructor)
	2021 - present	Business Development (M.Sc. – Instructor)
	2021	Business Strategy (M.Sc. – Instructor)
	2019 – 2020	Business Development (M.Sc. – Co-Instructor)
	2019 – 2020	Business Strategy (M.Sc. – Co-Instructor)
	2019	Corporate Strategy and Organization Design (M.Sc. – Instructor)

Duke University

Spring 2018	Intellectual Capital and Competitive Strategy (JD – teaching assistant)
2015 & 2018	Emerging Market Strategy (EMBA, MBA – teaching assistant)
2012 – 2016	Foundations of Strategy (MBA – teaching assistant)
2014 – 2015	Entrepreneurial Strategy (MBA – teaching assistant)
2013 – 2015	Principles of Strategy (MMS – teaching assistant)

Information

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Subject Director	Du, K.
Managing organisational unit	Department of Marketing & Management

Course Development

Descriptions

Description	<p>“<i>Business Development</i>” is a lecture style / case-discussion course within the M.Sc. in Economics and Business Administration program. It is a core class within the degree profile “Innovation and Business Development” and can also be selected as an elective for profiles such as “Strategy and Organization”. The course examines the issues of strategy formulation and implementation with an emphasis on small and new businesses. It complements traditional strategy courses by addressing the challenges and complexities embedded within an entrepreneurial context while helping students to apply the theoretical insights through the creation/development/refinement of business models.</p>
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Managing organisational unit	Department of Marketing & Management

Teaching Methods

Descriptions

Description I have applied various methods such as giving traditional lectures, conducting business case discussions, facilitating student-led presentations, and inviting guest speakers. I have also gained experience with both onsite and web-based forms of instruction as well as transitioning between these two formats during an academic term. In deciding which method(s) to employ, my main objectives are to [1] promote the effective communication of knowledge to the audience while [2] creating a level of engagement among students that ensure the active application of the course content. From prior experience, students benefit greatly from receiving detailed feedback on their work along with clarifying explanations of key concepts and terminologies that may have been initially misunderstood. To this end, I find that combinations of pedagogical methods (generally discussions and lectures) are necessary to enhance student learning.

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Subject Director Du, K.

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Teaching Philosophy

Descriptions

Description The core of my teaching philosophy is the importance of providing skills that allow students to make informed decisions in their personal and professional lives, while recognizing the limitations and uncertainty stemming from complexity and lack of information. I strive for my students to be comfortable with the fact that there may not be one right answer, giving rise to various frameworks and tools that can be used to approach a problem. I ultimately seek to help my students develop a scientific mindset so that they may create, modify and blend different analytic frameworks to fit their situation. To accomplish this goal, I incorporate the following elements into my teaching:

- 1.Establishing the theoretical foundations of various analytic frameworks encountered throughout the course. I make sure that the assumptions, processes, advantages, and weaknesses of using each framework are well understood and tied back to the underlying concepts, terminologies and principles of the subject.
- 2.Encouraging students to question their own intuition or received wisdom by promoting systematic ways of framing a problem and organizing meaningful information in the process of formulating a solution. Classroom discussions are useful for students to articulate and defend their positions based on their accumulated experience, knowledge, and insights.
- 3.Creating opportunities for students to apply class lessons in real world settings. This is accomplished through both mandatory case assignments and the development of exam questions based on historical business situations. Additionally, students are given opportunities to apply their knowledge (and receive feedback) outside of the cases covered in the course such as innovating a company's existing business model or drafting one's own business plan.

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Teaching Education

Descriptions

Description Summer 2020 to Autumn 2021 - Lecturer Training Program (University pedagogy), University of Southern Denmark

Information

Period 26/03/2020 → 31/12/2021

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